

Year	Course	SC%	ST%
1999-2000	Hindi Journalism	6(15%)	2(5%)
	English Journalism	6(15%)	3(7.5%)
	Advertising and Public Relations	5(12.5%)	3(7.5%)
	Radio & TV Journalism	4(16%)	2(8%)
	Hindi Journalism	6(15%)	3(7.5%)
2000-2001	English Journalism	6(15%)	3(7.5%)
	Advertising and Public Relations	6(15%)	3(7.5%)
	Radio & TV Journalism	3(15%)	2(7.5%)

### Broadcasting Package for NER

417. SHRI W. ANGOU SINGH: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government have any plan for launching a broadcasting package specially for North-Eastern Region;

(b) how long it will take to formulate the package programme and to turn it into reality; and

(c) whether a package programme for J&K has been announced, if so, why not for North-East?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) to (c) The Government has given special attention to the broadcasting requirements of the North Eastern region. There are 105 and 14 existing transmitters for relay of DD-I and DD-II services respectively. 10 more transmitters for DD-I and presently under implementation. Similarly, 21 projects, which includes 11 FM transmitters, are also under implementation for expansion of AIR coverage. A 24-hour North East channel commenced in December, 2000.

Similar schemes are already under implementation in J&K.

### Liquor and Tobacco Advertisements on Doordarshan

†418. SHRI P.K. MAHESHWARI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that liquor and tobacco advertisements are being

†Original notice of the question was received in Hindi.

telecast without any restriction on Doordarshan and private channels in the country which is affecting all sections of society directly, especially students and younger generation;

(b) if so, whether Government have taken up this matter with the managements of private channels to stop telecasting these advertisements;

(c) if so, the details of these private channels; and

(d) the reaction of the managements of these private channels in this matter?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) to (d) The advertisement codes applicable to Doordarshan as well as the satellite channels, retransmitted through cable networks, prohibit direct and indirect liquor/tobacco advertisement. As and when specific complaints on violation of the code comes to the notice of Government, these are taken up with the concerned private channel. Incidence of violation of advertisement codes etc. laid down in the Cable Television Networks Rules, has to be brought before the officers authorized under the Cable Television Networks (Regulation) Act, for enforcement of the provisions of the Cable Act. Individual cases from all over the country do not necessarily get reported to Government of India. On 15th November, 2000, the Information and Broadcasting Minister held a meeting with CEOs of various satellite channels and impressed upon them the need to adhere to the Advertising Code.

A complaint was received in this Ministry on 28.11.2000 intimating telecast of Bacardi Rum in Hallmark channel on 27.11.2000. Letter to Hallmark channel in this regard was written on 13.12.2000 to clarify their position. Hallmark channel has now intimated that advertisement for alcoholic drinks has been withdrawn from their channel from 9.12.2000.

#### **Telefilm on Birsa Munda**

419. MISS FRIDA TOPNO: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government have received a proposal to start a telefilm on Saheed Birsa Munda;

(b) if so, the details thereof; and

(c) the progress till date?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) to (c) Prasar Bharati have intimated that a proposal of